

On the Frontlines

Cessation advertising campaign begins

The new cessation advertising campaign that directs tobacco users to the Washington Tobacco Quit Line kicked off January 10 with television and radio ads statewide. Billboard, transit, and non-traditional ads will begin running in April.

The goal of the campaign is to reach the target audience at the point of purchase or when they're thinking of lighting up – and remind them to fight the temptation. It is directed at ages 18-49, with some college education or less, and those in the active, contemplative, or pre-contemplative phase of quitting.



Scene from the new cessation television ad, "Doppelganger"

[View the ads](#) on the Tobacco Program Web media pages.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Targeted quit campaign launches in Spokane

The Tobacco Program's "Stick it to Kick it" campaign targeting 18- to 29-year-old smokers launched in Spokane on New Year's Eve, the first phase of a "rolling roll-out" that will reach other parts of the state later this winter and spring.

The campaign promotes the free nicotine patches and gum available to 18- to 29-year-olds through the Washington Tobacco Quit Line, 1-877-270-STOP.

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The free program is a more than \$300 value and is offered to qualified individuals on a first come, first serve basis, and health insurance is not required. Cessation counseling is included in the package.

The Spokane launch featured 26-year-old radio DJ Jason McCollim vowing on the air to quit smoking New Year's Eve, and includes radio updates on his progress with numerous references to the promotion and to the Tobacco Quit Line. McCollim's quitting process is also chronicled on www.quitline.com. Additional regional campaigns using other marketing tactics are under development.



The campaign resulted from a \$162,000 enhancement grant the Tobacco Program received from the Centers for Disease Control and Prevention to promote a program of free nicotine replacement therapy to Tobacco Quit Line callers ages 18 to 29.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Yakama youth speak out

Yakama Nation youth are taking their concerns – and their research – about tobacco advertising to tribal leaders in an effort to draw attention to the problem of tobacco use by Native American youth.

The Yakama *SPEAK OUT!* youth group studied tobacco advertising on the Yakama Nation reservation last August. Seventeen students using the Department of Health's Operation Storefront tool surveyed 21 of the 24 businesses that sell tobacco on the reservation, counting the number, size, and placement of tobacco advertisements inside and outside retail stores. Most of the businesses are privately – non-tribally – owned.

The idea to conduct Operation Storefront on the reservation “came from youth talking about ‘how we can show our tribal council that this has become a big problem,’” said Diane Pebeahsy, tobacco coordinator for the Yakama Nation. “We were exploring how tobacco influences tribal youth.”

The results of the survey, which took three teams one day to complete, will be released to the tribal council when it next meets, Pebeahsy says. But the experience itself was educational for the students. “We had our eyes opened to what is out there,” Pebeahsy said. “A lot of the businesses were very respectful in welcoming us,” she added.

The Yakama *SPEAK OUT!* group, which is based on the American Cancer Society youth advocacy model and modified to address the needs of Native Americans, is comprised of youth ages 12 to 17. The youth were trained in Operation Storefront procedures by Cheri Stoker of the American Cancer Society, who also helped form the Yakama group.

SPEAK OUT! is currently planning a “Relay on the Rez” for July. The relay is based on an American Cancer Society “Relay for Life” model and modified for the tribe.

All of the efforts are aimed at increasing awareness of the impact of tobacco use, which is higher for Native Americans than for many other populations. A larger goal is to bring Native American tobacco use back within the traditional, largely ceremonial, context, Pebeahsy says.

For more information, contact David Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Clark-Skamania coalition prompts businesses to go smoke-free

The only two grocery stores in the Skamania County town of Stevenson have made their premises “tobacco-free zones” at the request of Minors Against Smoking Habits (MASH), a tobacco prevention youth coalition. They may be the first two stores in the state to voluntarily declare their entire properties smoke-free, says James Kissee of the Clark County Health Department.



On November 18, Great American Smokeout day, MASH coordinated a march and rally that included about 60 students from Stevenson High School. The group walked about one mile from the high school to central Stevenson, where they rallied on Main Street near the two grocery stores. The parking lot of one of the stores was known as a hangout for local under-age smokers.

Kissee made the initial contact with store managers regarding the smoke-free designation, building on relationships established during his compliance work, and MASH took it from there.

Brier Gabriel, a junior at Stevenson High School and leader of MASH, convinced store managers to go smoke-free. She then convinced school officials to let students miss the last period of the day to participate in the event, as part of their advocacy studies. About one-sixth of the student population participated in the event.

At the rally, the managers of the Main Street Convenience Store and AJ Select stores were presented signs MASH youth volunteers had made declaring the exterior area of the two stores smoke-free zones. The local newspaper took photos and published an article about the event.

For more information, contact James Kissee at the Clark County Health Department, 360-397-8214.

Center for Multi-Cultural Health receives grant

Tobacco Program partner Center for Multi-Cultural Health was recently awarded a \$50,000 grant from the Robert Wood Johnson Foundation to improve tobacco prevention capacity in underserved communities. The grant was one of 25 totaling \$2.2 million dollars awarded by the foundation nationally.

The Seattle-based center will work with the Asian and Pacific Islander Coalition Against Tobacco, Seattle Indian Health Board, and Verbena to form the Coalition for Healthy Communities.

“Individuals from communities of color and the lesbian, gay, bisexual, and transgender community are disproportionately affected by tobacco-related disease and exposure, due to increased use of tobacco products, targeting by the tobacco industry, and disparities in access to healthcare and related services,” says Shelley Cooper-Ashford, the Center for Multi-Cultural Health’s executive director. “Through this grant, the Coalition for Healthy Communities will improve its capacity to work cross-culturally to eliminate tobacco-related health disparities and mobilize our communities for tobacco policy change.”

The group initially will recruit members for the coalition, then organize strategy sessions and policy forums to evaluate tobacco-related public policies and determine what changes need to occur. “We’ll be pretty much focused on the clean indoor air campaign, and trying to make sure dollars from the Master Settlement Agreement continue to be used for tobacco prevention,” Cooper-Ashford says.

The key to securing grant funding is to make sure your project goals are aligned with what the foundation or funder is seeking, she adds.

The Robert Wood Johnson Foundation grant program, *Tobacco Policy Change: A Collaborative for Healthier Communities and States*, is a national initiative that provides resources and technical assistance for community, regional, and national organizations and tribal groups interested in advocating for effective tobacco prevention and cessation policy initiatives.

For more information about the Coalition for Healthy Communities, contact Shelley Cooper-Ashford at 206-461-6910, ext. 219, or shelleyc@cschc.org

Information about future grants and a variety of other tobacco use information is available on The Robert Wood Johnson Foundation [Web site](#). View the Robert Wood Johnson Foundation [media release](#). [View the list of awardees](#).

Vancouver youth rally against smoking in cars

On November 18, more than 55 middle school youth rallied in Vancouver against smoking in cars when children are present as part of the Great American Smokeout. The award-winning Vancouver BREATHE youth group organized the rally in front of the Clark County Health Department. A local pediatrician, two BREATHE members, and Health Department Director John Wiesman spoke at the event, which was covered by the local cable access channel and newspaper.

For more information, contact James Kissee at the Clark County Health Department, 360-397-8214.

Bloomsday race goes tobacco-free

Spokane's Lilac Bloomsday Run, the largest individually timed road race in the world, is going tobacco-free. The 12-kilometer race, which takes place May 1 and is expected to draw more than 50,000 participants to downtown Spokane, is discouraging tobacco use by participants at all event venues.

The decision to make Bloomsday tobacco-free came after another major Spokane event, Hoopfest, went tobacco-free with its three-on-three basketball tournament in June. More than 140,000 players participated in that event, also the largest of its kind in the world.

"What Hoopfest found is that they got a lot of positive community support for going tobacco-free," says the Spokane Regional Health District's Jennifer Polello, who was instrumental in both negotiations. That positive reaction helped calm the fears of Bloomsday organizers, she says.

Reducing anxiety about potential backlash and reinforcing the positive aspects were the keys to this successful policy change, Polello says. Assessing the local situation and figuring out what messaging will work best in a community are essential. "For our community, this was really about providing a healthy environment for our families and kids," she adds.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Hot Topics

Washington funding eighth nationwide

Washington State's annual funding for tobacco prevention and control ranks eighth among all states, as a percentage of federally recommended funding levels. The state's \$27.2 million annual effort is 81.6 percent of the Centers for Disease Control and Prevention's minimum spending recommendation, according to a recent report from the Campaign for Tobacco-Free Kids, American Heart Association, American Cancer Society, and American Lung Association.

In comparison, the tobacco industry spends an estimated \$163.1 million annually in marketing tobacco products in Washington State, according to the Campaign for Tobacco-Free Kids.

The report, *A Broken Promise to Our Children*, also finds most states aren't using a significant portion of their tobacco settlement proceeds to fund programs to reduce tobacco use.

View the [full report](#). View a [chart](#) ranking the states on their funding of tobacco prevention.

States told to spend more on anti-tobacco programs

The federal government says states need to spend more on anti-tobacco programs in order to meet the government's goal of reducing the adult smoking rate to 12 percent or less by 2010. [Read the news summary](#).

National adult rate continues to decline

A Centers for Disease Control and Prevention study finds that the overall smoking rate among U.S. adults continues to decline. [Read the news summary.](#)

Study shows tobacco firms encourage college smoking

A new study finds that tobacco companies are encouraging college students to start smoking by sponsoring parties and handing out free cigarettes. [Read the news summary.](#)

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

Tobacco Program appoints public awareness coordinator

Scott Schoengarth, a communications professional with more than 25 years experience, began work as the Tobacco Program's public awareness coordinator on January 3. Previously, Schoengarth handled public affairs issues for the state Insurance Commissioner and for 18 years was an assistant vice president for communications/public relations at Sunset Life Insurance Company in Olympia.



"In addition to his marketing and communications experience, Scott has been involved in a variety of community organizations and activities," said Terry Reid, Tobacco Program manager. "His broad set of professional and personal skills and experiences will be very useful in continuing the high level of visibility for our tobacco prevention and control efforts."

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

"Social sources" efforts kick off

A Tobacco Program workshop last month that kicked off the program's new effort to address the issue of how and where youth obtain tobacco yielded dozens of ideas that a newly formed "social sources of tobacco" workgroup will soon consider.

More than 25 community and Educational Service District contractors, Tobacco Program staff, and community advocates at the workshop listened to presentations by experts on the topic, then had a lively discussion about future directions for local and state action. Ten participants volunteered to be part of a workgroup that will help the Tobacco Program develop new strategies and programs to address the issue.

Betsy Gilpin, of the University of California at San Diego, and Jean Forster, of the University of Minnesota, each presented findings from their research on where youth obtain tobacco products as well as directions for future efforts. Scott Neal, of Public Health Seattle & King County, and Eloise Gray, of Snohomish Health District, discussed their efforts with local programs addressing social sources.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Secondhand campaign in development

A new secondhand smoke advertising campaign, scheduled to launch early next month, is in development by Tobacco Program contractor Sedgwick Rd. The campaign will run on television, radio, and the Internet, and in print ads on billboards, buses, and in tavern bathrooms.



One of several billboard concepts under consideration

The new campaign focuses on worker protection and non-smokers' rights, and targets adults ages 18-49 who are socially involved.

One television ad shows a pest control worker walking around an office spraying plumes of chemicals everywhere he goes, then cuts to a scene of a waitress in a smoky restaurant. It ends with an off-screen voice saying, "You wouldn't work under these conditions. Why should restaurant and bar employees have to breathe the cancer-causing chemicals of secondhand smoke?"

The other TV ad shows scenes of a restaurant, bowling alley, and tavern where most of the patrons and employees are wearing gas masks, and a few are smoking. The ad ends with the message, "It's odd that less than 20 percent of the population makes such an impact on the places you like to go."

The campaign is currently scheduled to run through June with possible extension through the end of 2005.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Efforts made to improve services to diverse communities

The Tobacco Program is promoting and improving access by diverse populations to the Washington State Tobacco Quit Line, as part of a comprehensive effort to address tobacco-related health disparities.

The quit line has increased the number of Spanish-speaking specialists available to assist callers, and the Tobacco Program will soon release a Spanish-language brochure to promote quit line services. The free brochure will be available from the clearinghouse early next month.

In November, organizations representing the five statewide disparities contractors visited the offices of the Tobacco Quit Line to observe firsthand how the quit line works and better understand what callers experience when using the service.

The contractors, from the Center for Multicultural Health, Asian Pacific Islander Coalition Against Tobacco, Sea Mar (on behalf of the Washington Association of Community and Migrant Health Centers), Seattle Indian Health Board, and Verbena, also met with quit line management and staff to discuss the unique needs of each population group.

Quit line staff and the contractors agreed to work together to make quit line promotion and services more culturally appropriate to diverse populations.

On another front, the Tobacco Program is amending contracts with the five disparities contractors so they can assist with the new promotion of quit line services to tobacco users ages 18 to 29 (see related story in this issue). The amendments will allow the program to consult with the contractors to design and implement culturally appropriate strategies and materials for each community.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Hold the date

The Tobacco Prevention and Control Program 2005 annual conference will be held November 7-9 at the Marriott Hotel in SeaTac. The conference is open to all tobacco prevention partners, and Tobacco Program contractors are required to send a representative.

For more information, contact your contract manager.

New Tobacco Disparities Advisory Committee to meet

The newly formed Tobacco Disparities Advisory Committee will meet for the first time January 28 at the Prime Hotel at SeaTac. The committee replaces the Cross Cultural Workgroup on Tobacco as the Tobacco Program's advisory committee on health disparities efforts.

The Cross Cultural Workgroup helped develop the *Strategic Plan for Identifying and Eliminating Tobacco-Related Health Disparities in Washington State*. The Tobacco Disparities Advisory Committee will meet quarterly to advise the program on issues related to implementation of the plan.

Committee members represent diverse populations and include community-based organizations, large institutions, current Tobacco Program contractors, and former Cross Cultural Workgroup members. Various racial-ethnic, rural, low socio-economic status, and geographically based populations are also represented.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Workbooks distributed

Any Tobacco Program community, tribal, disparities, or Educational Service District contractor who has not received a 2004-05 Work Plan Workbook should contact their contract manager.

Resources

What's new on the road to clean air...an update from SHSCAP

The Secondhand Smoke Community Assistance Project (SHSCAP) has been busy this past month! We hope you saw (and read) the December "On the Road to Clean Air Update!" This will be your primary resource for secondhand smoke news, trends, and useful information. "On the Road" will be sent out every other month so look for the next one in February. In the meantime, just a couple of important items...

- **Statewide smoke-free dining guide!** SHSCAP has been coordinating with GMMB, the Tobacco Program's public relations contractor, to create a Web-based, statewide smoke-free dining guide. This dining guide will be housed on the www.secondhandsmokesyou.com Web site and will allow the public to search for smoke-free restaurants by county, city, or zip code. *Look for more information in the very near future!*
- **New ANR Website!** Americans for Nonsmokers' Rights has revised their [Web site](#) – check it out! It has lots of new information in a much more user-friendly format.

If you'd like assistance on a secondhand smoke-related topic or project...GET IN TOUCH WITH US! Contact Tammie Shaw at 509-444-3088, ext. 237 or tammies@hipspokane.org.

Enforcing MSA marketing restrictions

The Tobacco Control Legal Consortium has published "The Tobacco Master Settlement Agreement: Enforcement of Marketing Restrictions," summarizing the MSA's limitations on tobacco product marketing and advertising, as well as types of conduct the MSA does not affect. [View the report](#).

New Oregon youth Web site

The Multnomah County School-Based Health Center Program has created a health-oriented Web site for youth with the help of high school youth. Tobacco is among the main sections of the site. [View the site](#).

Smoking policies for professional sports venues

The Campaign for Tobacco-Free Kids has assembled a guide to the smoking and non-smoking policies of major professional and intercollegiate sports stadiums and arenas. [View the guide](#).

Tobacco Prevention & Control Program Clearinghouse

tobacco.clearing@doh.wa.gov

Clearinghouse staff change

Roberta Golden has left the Department of Health to pursue new employment opportunities, and we're sure you join us in wishing her the best of success in her career.

Her final day with the Tobacco Program was January 14.

The Clearinghouse coordinator's position will be filled as soon as possible.

In the interim, please continue to send your Clearinghouse orders to:

tobacco.clearing@doh.wa.gov

All orders will be checked on a daily basis, and processed as soon as possible. You should not experience any drop in service.

However, if you have any concerns or questions, please contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov

Buck Tobacco Sponsorship project resources

The Buck Tobacco Sponsorship campaign, a California effort to restrict tobacco sponsorship of rodeos, has released a series of tip sheets, funded by the Tobacco Technical Assistance Consortium. The tip sheets are designed to support the work of advocates who want to address tobacco sponsorship at their local rodeos, and are organized around action ideas based on Buck Tobacco's successes and lessons learned. [View the tip sheets](#).

American Lung Association releases new smoke-free report

The American Lung Association has released a new report *Fuzzy Math: How the Tobacco Industry Distorts the Truth about the Economic Effects of Smokefree Restaurants and Bars*. [View the report](#).

Online Newsletters

[Streethery](#) – American Legacy Foundation's new youth activism site

[Preventing Chronic Disease](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[Q, magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[Tobacco Free Press](#) – Association of State and Territorial Health Officials, bimonthly

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation –

www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership –

www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health –

www.cdc.gov/tobacco

National African American Tobacco Prevention Network –

www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention –

www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health –

www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

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